



**ELECTRONIC  
POLITICAL AND ISSUE ADVERTISING  
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each federal, state, and local political ad or federal or state issue ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candidate/Issue

Levdansky / D / state Congress

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

11/2/12 - 11/6/12

Initials

- |    |   |                       |           |
|----|---|-----------------------|-----------|
| 1. | <u>Executed</u> Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17)   | Date: <u>10/31/12</u> | <u>BE</u> |
| 2. | Original contract showing requested time (when available)   | Date: <u>11/4/12</u>  | <u>BE</u> |
| 3. | Updated contracts as order changes.   | Date: _____           | _____     |
| 4. | Invoice of schedule as actually broadcast, including amount of rebates given (exact date, time, class of time and amount for each rebate), if any | Date: <u>11/11/12</u> | <u>BE</u> |

Checklist Completed:

By: Brian Raughter

Date: 11/19/12



# AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION and LOCATION WTAE, PITTSBURGH Date 10/31/12 ~~10-2012~~

I, ELENE MATZ, CAPS LOCK COMMUNICATIONS (being) DAVID LEVDANSKY (on behalf of)

a legally qualified candidate of the DEMOCRATIC political party for the office of PA HOUSE OF REPRESENTATIVES

in the GENERAL election to be held on NOVEMBER 6, do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of Time	Times Per Week	No. of Weeks	Rate
<u>30</u>	<u>VARIOUS</u>	<u>FRI-TUES</u>		<u>VARIOUS</u>	<u>1</u>	<u>VARIOUS</u>

Date of First Broadcast <u>11/2/12</u>	Date of Last Broadcast <u>11/6/12</u>
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Total Charges: \$ 16025 gross

The broadcast time will be used by DAVID LEVDANSKY  
I represent that the payment for the above-described broadcast time has been furnished by

LEVDANSKY FOR LEGISLATURE

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ☒ ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

SOPHIE OHM, TREASURER

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the above-stated broadcasts. For the above-stated broadcasts I also agree to prepare a script or transcription, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office.)

Date: 10/31/12

DAVID LEVDANSKY President CLC  
(Candidate, or Agent)

☒ Accepted ☐ Rejected By Brian Raughter Title NSM

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

TURN OVER FOR POST-BROADCAST FOLLOW-UP



# CONTRACT



**WTAE**  
**400 Ardmore Blvd.**  
**Pittsburgh, PA 15221**  
**(412)242-4300**

www.thepittsburghchannel.com

And:

**Caps Lock Communications**  
**700 River Avenue**  
**Suite 416**  
**Pittsburgh, PA 15212**

<u>Contract / Revision</u> 969255 /		<u>Alt Order #</u> WOC10036338
<u>Product</u> Election		
<u>Contract Dates</u> 10/29/12 - 11/11/12		<u>Estimate #</u> 203
<u>Advertiser</u> Levdansky/D/Pa State House		<u>Original Date / Revision</u> 10/31/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTAE	<u>Account Executive</u> Chuck Martin	<u>Sales Office</u> Pittsburgh
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 128.70
<u>IDB#</u> 1099	<u>Advertiser Code</u> 9	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTAE	10/29/12	11/04/12	Sun 8-10am News	8-10am		:30				NM	2	\$1,100.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				2	\$550.00	5.50			
N 2	WTAE	10/29/12	11/04/12	Sat 8-10am	8-10am		:30				NM	2	\$1,100.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$550.00	5.10			
N 3	WTAE	10/29/12	11/04/12	Sat 5-7am	5-7am		:30				NM	1	\$350.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$350.00	2.80			
N 4	WTAE	10/29/12	11/04/12	Good Morning America Sun	7-8am		:30				NM	1	\$700.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$700.00	4.90			
N 5	WTAE	11/05/12	11/11/12	5-6pm News M-F	5-6pm		:30				NM	0	\$0.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$800.00	5.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTAE	11/05/12-11/11/12	5-6pm News M-F	5-6pm	M-----	:30		<del>\$800.00</del>	5.40	NM		
	See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11												
N 6	WTAE	11/05/12	11/11/12	6-6:30pm News	6-6:30pm		:30				NM	0	\$0.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$900.00	6.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTAE	11/05/12-11/11/12	6-6:30pm News	6-6:30pm	M-----	:30		<del>\$900.00</del>	6.00	NM		
	See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11												
N 7	WTAE	10/29/12	11/04/12	Chirs Matthews Sun	11-1130am		:30				NM	1	\$325.00
		Class of Time - Pre-emptible with notice											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WTAE**  
**400 Ardmore Blvd.**  
**Pittsburgh, PA 15221**  
**(412)242-4300**

www.thepittsburghchannel.com

<u>Contract / Revision</u> 969255 /		<u>Alt Order #</u> WOC10036338
<u>Contract Dates</u> 10/29/12 - 11/11/12	<u>Product</u> Election	<u>Estimate #</u> 203
<u>Advertiser</u> Levdansky/D/Pa State Ho		<u>Original Date / Revision</u> 10/31/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$325.00	2.10			
N 8	WTAE	11/05/12	11/11/12	Good Morning America	7-9am		:30				NM	2	\$1,500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$750.00	4.40			
N 9	WTAE	11/05/12	11/11/12	6-7am News	6-7am		:30				NM	2	\$1,500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$750.00	4.30			
N 10	WTAE	10/29/12	11/04/12	5-6am News	5 - 6am		:30				NM	1	\$500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$500.00	2.50			
N 11	WTAE	10/29/12	11/04/12	Good Morning America	7-9am		:30				NM	0	\$0.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				2	\$750.00	4.30			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WTAE	10/29/12-11/04/12	Good Morning America	7-9am	-----F----	:30	<del>\$750.00</del>	4.30	NM		
See MG 14.2,14.3,14.4,14.5,14.6,14.7,14.8,14.9,14.10,14.11													
		2	WTAE	10/29/12-11/04/12	Good Morning America	7-9am	-----F----	:30	<del>\$750.00</del>	4.30	NM		
See MG 14.2,14.3,14.4,14.5,14.6,14.7,14.8,14.9,14.10,14.11													
N 12	WTAE	10/29/12	11/04/12	Good Morning America Sat	7-8am		:30				NM	1	\$700.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$700.00	3.90			
N 13	WTAE	10/29/12	11/04/12	6-7am News	6-7am		:30				NM	1	\$750.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$750.00	4.00			
N 14	WTAE	10/29/12	11/04/12	6-6:30pm News	6-6:30pm		:30				NM	10	\$6,500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$900.00	5.30			

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**WTAE**  
**400 Ardmore Blvd.**  
**Pittsburgh, PA 15221**  
**(412)242-4300**

www.thepittsburghchannel.com

Contract / Revision	Alt Order #
969255 /	WOC10036338

Contract Dates	Product	Estimate #
10/29/12 - 11/11/12	Election	203

Advertiser	Original Date / Revision
Levdansky/D/Pa State Ho	10/31/12 / 11/02/12

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1 WTAE 10/29/12-11/04/12 6-6:30pm News 6-6:30pm -----F---- :30 \$900.00 5.30 NM																																									
See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11																																									
2 WTAE 10/29/12-11/04/12 Sat 5-7am 5-7am -----Sa-- :30 \$350.00 5.30 NM																																									
(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
3 WTAE 10/29/12-11/04/12 Sat 5-7am 5-7am -----Sa-- :30 \$350.00 5.30 NM																																									
(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
4 WTAE 10/29/12-11/04/12 Sat 8-10am 8-10am -----Sa-- :30 \$550.00 5.30 NM																																									
(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
5 WTAE 10/29/12-11/04/12 Sun 5-7am News 5-7a -----Su :30 \$350.00 5.30 NM																																									
(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
6 WTAE 10/29/12-11/04/12 Sun 5-7am News 5-7a -----Su :30 \$350.00 5.30 NM																																									
(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
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(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
8 WTAE 11/05/12-11/06/12 M-F 430-5am 430-5a MTu----- :30 \$350.00 5.30 NM																																									
(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
9 WTAE 11/05/12-11/06/12 M-F 430-5am 430-5a MTu----- :30 \$350.00 5.30 NM																																									
(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
10 WTAE 11/02/12-11/02/12 M-Sun 11pm News M-Su 11-11:35pm -----F---- :30 \$1,500.00 5.30 NM																																									
(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
11 WTAE 11/05/12-11/05/12 M-Sun 11pm News M-Su 11-11:35pm M----- :30 \$1,800.00 5.30 NM																																									
(M) MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1																																									
N 15	WTAE	10/29/12	11/04/12	Sun Early News	630-7p		:30				NM	0	\$0.00																												
Class of Time - Pre-emptible with notice																																									
<table><tr><th colspan="2"></th><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th colspan="2"></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="4"></th></tr><tr><td colspan="2">Week: 10/29/12</td><td>11/04/12</td><td>-----S</td><td></td><td colspan="2"></td><td>1</td><td>\$800.00</td><td>4.10</td><td colspan="4"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					Week: 10/29/12		11/04/12	-----S				1	\$800.00	4.10				
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N 16	WTAE	10/29/12	11/04/12	5-6pm News M-F	5-6pm		:30				NM	0	\$0.00																												
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																
Week: 10/29/12		11/04/12	----F--				2	\$800.00	4.70																																
<table><tr><th><u>Spot</u></th><th><u>Ch</u></th><th colspan="2"><u>Date Range</u></th><th><u>Description</u></th><th><u>Start/End Time</u></th><th><u>Weekdays</u></th><th><u>Length</u></th><th></th><th><u>Rate</u></th><th><u>Rtg</u></th><th><u>Type</u></th><th colspan="2"></th></tr><tr><td>1</td><td>WTAE</td><td colspan="2">10/29/12-11/04/12</td><td>5-6pm News M-F</td><td>5-6pm</td><td>-----F----</td><td>:30</td><td></td><td><del>\$800.00</del></td><td>4.70</td><td>NM</td><td colspan="2"></td></tr></table>														<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			1	WTAE	10/29/12-11/04/12		5-6pm News M-F	5-6pm	-----F----	:30		<del>\$800.00</del>	4.70	NM		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																														
1	WTAE	10/29/12-11/04/12		5-6pm News M-F	5-6pm	-----F----	:30		<del>\$800.00</del>	4.70	NM																														
See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11																																									
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<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																														
2	WTAE	10/29/12-11/04/12		5-6pm News M-F	5-6pm	-----F----	:30		<del>\$800.00</del>	4.70	NM																														
See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11																																									
N 17	WTAE	10/29/12	11/04/12	Live with Kelly	9-10am		:30				NM	1	\$500.00																												
Class of Time - Pre-emptible with notice																																									
<table><tr><th colspan="2"></th><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th colspan="2"></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="4"></th></tr><tr><td colspan="2">Week: 10/29/12</td><td>11/04/12</td><td>----F--</td><td></td><td colspan="2"></td><td>1</td><td>\$500.00</td><td>3.00</td><td colspan="4"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					Week: 10/29/12		11/04/12	----F--				1	\$500.00	3.00				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																
Week: 10/29/12		11/04/12	----F--				1	\$500.00	3.00																																
N 18	WTAE	11/05/12	11/11/12	Live with Kelly	9-10am		:30				NM	1	\$500.00																												
Class of Time - Pre-emptible with notice																																									
<table><tr><th colspan="2"></th><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th colspan="2"></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="4"></th></tr><tr><td colspan="2">Week: 11/05/12</td><td>11/11/12</td><td>M-----</td><td></td><td colspan="2"></td><td>1</td><td>\$500.00</td><td>3.20</td><td colspan="4"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					Week: 11/05/12		11/11/12	M-----				1	\$500.00	3.20				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																
Week: 11/05/12		11/11/12	M-----				1	\$500.00	3.20																																
N 19	WTAE	11/05/12	11/05/12	Jimmy Kimmel	1205-105A / 1135F		:30				NM	1	\$400.00																												
<table><tr><th colspan="2"></th><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th colspan="2"></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="4"></th></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																		
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(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WTAE**  
**400 Ardmore Blvd.**  
**Pittsburgh, PA 15221**  
**(412)242-4300**

www.thepittsburghchannel.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
969255 /	WOC10036338

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/12 - 11/11/12	Election	203

<u>Advertiser</u>	<u>Original Date / Revision</u>
Levdansky/D/Pa State Ho	10/31/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----				1	\$400.00	3.20				
N 20	WTAE	11/05/12	11/05/12	5-6am News	5 - 6am		:30				NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----				1	\$500.00	2.80				
N 21	WTAE	11/05/12	11/05/12	Inside Edition	7-7:30pm		:30				NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----				1	\$1,500.00	4.70				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	WTAE	11/05/12-11/11/12	Inside Edition	7-7:30pm	M-----	:30		<del>\$1,500.00</del>	4.70	NM			
	See MG 21.2													
	2	WTAE	11/05/12-11/05/12	World News Tonight	6-7PM	M-----	:30		\$1,500.00	4.70	NM			
	(M) MG for 21.1 11/05													
Totals										128.70			29	\$18,425.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	29	\$18,425.00	\$15,661.25
<b>Totals</b>	29	\$18,425.00	\$15,661.25

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**TERMS AND STANDARD CONDITIONS  
FOR PURCHASE OF BROADCAST ADVERTISING**

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

**1. BILLING AND PAYMENTS**

(a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

**2. TERMINATION**

(a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.

(b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.

(c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.

(d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

**3. OMISSION OF BROADCAST**

If, as a result of an act of God, *force majeure*, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

**4. PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

**5. FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

**6. AGENCY MATERIAL**

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

**7. INDEMNIFICATION**

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

**8. CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency nor Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

**9. GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.

(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency by failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



## CONTRACT



**WTAE**  
**400 Ardmore Blvd.**  
**Pittsburgh, PA 15221**  
**(412)242-4300**

www.thepittsburghchannel.com

And:

**Caps Lock Communications**  
**700 River Avenue**  
**Suite 416**  
**Pittsburgh, PA 15212**

<u>Contract / Revision</u> 969255 /		<u>Alt Order #</u> WOC10036338
<u>Product</u> Election		
<u>Contract Dates</u> 10/29/12 - 11/11/12		<u>Estimate #</u> 203
<u>Advertiser</u> Levdansky/D/Pa State House		<u>Original Date / Revision</u> 10/31/12 / 11/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTAE	<u>Account Executive</u> Chuck Martin	<u>Sales Office</u> Pittsburgh
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 100.80
<u>IDB#</u> 1099	<u>Advertiser Code</u> 9	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTAE	10/29/12	11/04/12	Sun 8-10am News	8-10am		:30				NM	1	\$550.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				2	\$550.00	5.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTAE	10/29/12-11/04/12	Sun 8-10am News	8-10am	-----S	:30		<del>\$550.00</del>	5.50	NM		
	See MG 14.12												
2	WTAE	10/29/12	11/04/12	Sat 8-10am	8-10am		:30				NM	2	\$1,100.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$550.00	5.10			
3	WTAE	10/29/12	11/04/12	Sat 5-7am	5-7am		:30				NM	1	\$350.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$350.00	2.80			
4	WTAE	10/29/12	11/04/12	Good Morning America Sun	7-8am		:30				NM	1	\$700.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$700.00	4.90			
5	WTAE	11/05/12	11/11/12	5-6pm News M-F	5-6pm		:30				NM	0	\$0.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$800.00	5.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTAE	11/05/12-11/11/12	5-6pm News M-F	5-6pm	M-----	:30		<del>\$800.00</del>	5.40	NM		
	See MG 14.2,14.3,14.4,14.5,14.6,14.7,14.8,14.9,14.10,14.11												
6	WTAE	11/05/12	11/11/12	6-6:30pm News	6-6:30pm		:30				NM	0	\$0.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$900.00	6.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTAE	11/05/12-11/11/12	6-6:30pm News	6-6:30pm	M-----	:30		<del>\$900.00</del>	6.00	NM		
	See MG 14.2,14.3,14.4,14.5,14.6,14.7,14.8,14.9,14.10,14.11												

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**WTAE**  
**400 Ardmore Blvd.**  
**Pittsburgh, PA 15221**  
**(412)242-4300**

www.thepittsburghchannel.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
969255 /	WOC10036338

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/12 - 11/11/12	Election	203

<u>Advertiser</u>	<u>Original Date / Revision</u>
Levdansky/D/Pa State Ho	10/31/12 / 11/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
7	WTAE	10/29/12	11/04/12	Chirs Matthews Sun	11-1130am		:30				NM	0	\$0.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$325.00	2.10			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTAE	10/29/12-11/04/12	Chirs Matthews Sun	11-1130am	-----Su	:30		<del>\$325.00</del>	2.10	NM		
Credited													
8	WTAE	11/05/12	11/11/12	Good Morning America	7-9am		:30				NM	1	\$750.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$750.00	4.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTAE	11/05/12-11/11/12	Good Morning America	7-9am	MTu-----	:30		<del>\$750.00</del>	4.40	NM		
Credited													
9	WTAE	11/05/12	11/11/12	6-7am News	6-7am		:30				NM	2	\$1,500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$750.00	4.30			
10	WTAE	10/29/12	11/04/12	5-6am News	5 - 6am		:30				NM	1	\$500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$500.00	2.50			
11	WTAE	10/29/12	11/04/12	Good Morning America	7-9am		:30				NM	0	\$0.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				2	\$750.00	4.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTAE	10/29/12-11/04/12	Good Morning America	7-9am	-----F----	:30		<del>\$750.00</del>	4.30	NM		
See MG 14.2,14.3,14.4,14.5,14.6,14.7,14.8,14.9,14.10,14.11													
	2	WTAE	10/29/12-11/04/12	Good Morning America	7-9am	-----F----	:30		<del>\$750.00</del>	4.30	NM		
See MG 14.2,14.3,14.4,14.5,14.6,14.7,14.8,14.9,14.10,14.11													
12	WTAE	10/29/12	11/04/12	Good Morning America Sat	7-8am		:30				NM	1	\$700.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$700.00	3.90			
13	WTAE	10/29/12	11/04/12	6-7am News	6-7am		:30				NM	1	\$750.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$750.00	4.00			
14	WTAE	10/29/12	11/04/12	6-6:30pm News	6-6:30pm		:30				NM	7	\$5,550.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$900.00	5.30			

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Contract / Revision	Alt Order #
969255 /	WOC10036338

Contract Dates	Product	Estimate #
10/29/12 - 11/11/12	Election	203

Advertiser	Original Date / Revision
Levdansky/D/Pa State Ho	10/31/12 / 11/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WTAE	10/29/12-11/04/12		6-6:30pm News	6-6:30pm	-----F----	:30		<del>\$900.00</del>	5.30	NM		
See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11													
2	WTAE	10/29/12-11/04/12		Sat 5-7am	5-7am	-----Sa--	:30		\$350.00	5.30	NM		
(M)	MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1												
3	WTAE	10/29/12-11/04/12		Sat 5-7am	5-7am	-----Sa--	:30		\$350.00	5.30	NM		
(M)	MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1												
4	WTAE	10/29/12-11/04/12		Sat 8-10am	8-10am	-----Sa--	:30		<del>\$550.00</del>	5.30	NM		
(M)	See MG 14.12												
5	WTAE	10/29/12-11/04/12		Sun 5-7am News	5-7a	-----Su	:30		\$350.00	5.30	NM		
(M)	MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1												
6	WTAE	10/29/12-11/04/12		Sun 5-7am News	5-7a	-----Su	:30		<del>\$350.00</del>	5.30	NM		
(M)	See MG 14.12												
7	WTAE	10/29/12-11/04/12		Sun 8-10am News	8-10am	-----Su	:30		\$550.00	5.30	NM		
(M)	MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1												
8	WTAE	11/05/12-11/06/12		M-F 430-5am	430-5a	MTu-----	:30		<del>\$350.00</del>	5.30	NM		
(M)	See MG 14.12												
9	WTAE	11/05/12-11/06/12		M-F 430-5am	430-5a	MTu-----	:30		\$350.00	5.30	NM		
(M)	MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1												
10	WTAE	11/02/12-11/02/12		M-Sun 11pm News	M-Su 11-11:35pm	-----F----	:30		<del>\$1,500.00</del>	5.30	NM		
(M)	Credited												
11	WTAE	11/05/12-11/05/12		M-Sun 11pm News	M-Su 11-11:35pm	M-----	:30		\$1,800.00	5.30	NM		
(M)	MG for 15.1, 5.1, 11.1, 11.2, 6.1, 16.2, 16.1, 14.1												
12	WTAE	11/05/12-11/05/12		M-Sun 11pm News	M-Su 11-11:35pm	M-----	:30		\$1,800.00	5.30	NM		
(M)	MG for 14.8, 14.4, 1.1, 14.6												
15	WTAE	10/29/12	11/04/12	Sun Early News	630-7p		:30				NM	0	\$0.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$800.00	4.10			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WTAE	10/29/12-11/04/12		Sun Early News	630-7p	-----Su	:30		<del>\$800.00</del>	4.10	NM		
See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11													
16	WTAE	10/29/12	11/04/12	5-6pm News M-F	5-6pm		:30				NM	0	\$0.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				2	\$800.00	4.70			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WTAE	10/29/12-11/04/12		5-6pm News M-F	5-6pm	-----F----	:30		<del>\$800.00</del>	4.70	NM		
See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11													
2	WTAE	10/29/12-11/04/12		5-6pm News M-F	5-6pm	-----F----	:30		<del>\$800.00</del>	4.70	NM		
See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11													
17	WTAE	10/29/12	11/04/12	Live with Kelly	9-10am		:30				NM	1	\$500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$500.00	3.00			
18	WTAE	11/05/12	11/11/12	Live with Kelly	9-10am		:30				NM	1	\$500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$500.00	3.20			

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969255 /	WOC10036338

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/12 - 11/11/12	Election	203

<u>Advertiser</u>	<u>Original Date / Revision</u>
Levdansky/D/Pa State Ho	10/31/12 / 11/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
19	WTAE	11/05/12	11/05/12	Jimmy Kimmel	1205-105A / 1135F		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$400.00	3.20			
20	WTAE	11/05/12	11/05/12	5-6am News	5 - 6am		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$500.00	2.80			
21	WTAE	11/05/12	11/05/12	Inside Edition	7-7:30pm		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,500.00	4.70			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTAE	11/05/12-11/11/12	Inside Edition	7-7:30pm	M-----	:30		<del>\$1,500.00</del>	4.70	NM		
			See MG 21.2										
	2	WTAE	11/05/12-11/05/12	World News Tonight	6-7PM	M-----	:30		\$1,500.00	4.70	NM		
			Ⓜ MG for 21.1 11/05										
<b>Totals</b>										100.80		23	\$15,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	23	\$15,850.00	\$13,472.50
<b>Totals</b>	23	\$15,850.00	\$13,472.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**TERMS AND STANDARD CONDITIONS  
FOR PURCHASE OF BROADCAST ADVERTISING**

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

**1. BILLING AND PAYMENTS**

(a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

**2. TERMINATION**

(a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.

(b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.

(c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.

(d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

**3. OMISSION OF BROADCAST**

If, as a result of an act of God, *force majeure*, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

**4. PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

**5. FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

**6. AGENCY MATERIAL**

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

**7. INDEMNIFICATION**

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

**8. CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency nor Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

**9. GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.

(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency by failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]





**WTAE**  
**400 Ardmore Blvd.**  
**Pittsburgh, PA 15221**  
**Main: (412)242-4300**  
**Billing: (781)433-4283**

www.thepittsburghchannel.com

Billing Address:

**Caps Lock Communications**  
**Attention: Accounts Payable**  
**700 River Avenue**  
**Suite 416**  
**Pittsburgh, PA 15212**

Send Payment To:

**WTAE**  
**P.O. Box 26887**  
**Lehigh Valley, PA 18002-6887**

**DUPLICATE INVOICE**

Invoice #	Invoice Date	Invoice Month	Invoice Period
969255-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WTAE	Chuck Martin	Pittsburgh	Local

Advertiser	Product	Estimate Number
Levdansky/D/Pa State Hous	Election	203

Flight Dates	Order #	Alt Order #
10/29/12 - 11/11/12	969255	WOC10036338

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1099	9	27

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/29/12	11/04/12	Sun 8-10am News	8-10am	-----S	:30	2	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	2	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Su	11/04/12		Sun 8-10am News	8-10am	:00		<del>\$550.00</del> NM
See MG 14.12									
2	WTAE	Su	11/04/12	9:58 AM	Sun 8-10am News	8-10am	:30	DL6000 SD	\$550.00 NM
2	10/29/12	11/04/12	Sat 8-10am	8-10am	-----S-	:30	2	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	2	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Sa	11/03/12	9:08 AM	Sat 8-10am	8-10am	:30	DL6000 SD	\$550.00 NM
2	WTAE	Sa	11/03/12	9:37 AM	Sat 8-10am	8-10am	:30	DL6000 SD	\$550.00 NM
3	10/29/12	11/04/12	Sat 5-7am	5-7am	-----S-	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Sa	11/03/12	6:50 AM	Sat 5-7am	5-7am	:30	DL6000 SD	\$350.00 NM
4	10/29/12	11/04/12	Good Morning America Si7-8am		-----S	:30	1	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Su	11/04/12	7:40 AM	Good Morning America Sun	7-8am	:30	DL6000 SD	\$700.00 NM
5	11/05/12	11/11/12	5-6pm News M-F	5-6pm	M-----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	11/05/12		5-6pm News M-F	5-6pm	:00		<del>\$800.00</del> NM
See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11									
6	11/05/12	11/11/12	6-6:30pm News	6-6:30pm	M-----	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									





Send Payment To:

**WTAE**  
**P.O. Box 26887**  
**Lehigh Valley, PA 18002-6887**

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DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
969255-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
Levdansky/D/Pa State House		Election	203

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
6	11/05/12	11/11/12	6-6:30pm News Class of Time - Pre-emptible with notice	6-6:30pm	M-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE M 11/05/12 6-6:30pm News 6-6:30pm :00 <del>\$900.00</del> NM See MG 14.2,14.3,14.4,14.5,14.6,14.7,14.8,14.9,14.10,14.11									
7	10/29/12	11/04/12	Chirs Matthews Sun Class of Time - Pre-emptible with notice	11-1130am	-----S	:30	1	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE Su 11/04/12 Chirs Matthews Sun 11-1130am :00 <del>\$325.00</del> NM Credited									
8	11/05/12	11/11/12	Good Morning America Class of Time - Pre-emptible with notice	7-9am	MT-----	:30	2	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE M 11/05/12 Good Morning America 7-9am :00 <del>\$750.00</del> NM Credited 2 WTAE Tu 11/06/12 7:28 AM Good Morning America 7-9am :30 DL6000 SD \$750.00 NM									
9	11/05/12	11/11/12	6-7am News Class of Time - Pre-emptible with notice	6-7am	MT-----	:30	2	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WTAE M 11/05/12 6:26 AM 6-7am News 6-7am :30 DL6000 SD \$750.00 NM 1 WTAE Tu 11/06/12 6:59 AM 6-7am News 6-7am :30 DL6000 SD \$750.00 NM									
10	10/29/12	11/04/12	5-6am News Class of Time - Pre-emptible with notice	5 - 6am	----F--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE F 11/02/12 5:42 AM 5-6am News 5 - 6am :30 DL6000 SD \$500.00 NM									
11	10/29/12	11/04/12	Good Morning America Class of Time - Pre-emptible with notice	7-9am	----F--	:30	2	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE F 11/02/12 Good Morning America 7-9am :00 <del>\$750.00</del> NM See MG 14.2,14.3,14.4,14.5,14.6,14.7,14.8,14.9,14.10,14.11 2 WTAE F 11/02/12 Good Morning America 7-9am :00 <del>\$750.00</del> NM See MG 14.2,14.3,14.4,14.5,14.6,14.7,14.8,14.9,14.10,14.11									
12	10/29/12	11/04/12	Good Morning America S:7-8am Class of Time - Pre-emptible with notice		-----S-	:30	1	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE Sa 11/03/12 7:55 AM Good Morning America Sat 7-8am :30 DL6000 SD \$700.00 NM									
13	10/29/12	11/04/12	6-7am News Class of Time - Pre-emptible with notice	6-7am	----F--	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$750.00									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log





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**WTAE**  
**P.O. Box 26887**  
**Lehigh Valley, PA 18002-6887**

www.thepittsburghchannel.com

## DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
969255-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
Levdansky/D/Pa State House		Election	203

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																																																																																																																																																															
13	10/29/12	11/04/12	6-7am News Class of Time - Pre-emptible with notice	6-7am	----F--	:30	1	\$750.00	NM																																																																																																																																																																																																																																																																																															
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WTAE</td><td>F</td><td>11/02/12</td><td>6:28 AM</td><td>6-7am News</td><td>6-7am</td><td>:30</td><td>DL6000 SD</td><td>\$750.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WTAE	F	11/02/12	6:28 AM	6-7am News	6-7am	:30	DL6000 SD	\$750.00	NM																																																																																																																																																																																																																																																																									
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14	10/29/12	11/04/12	6-6:30pm News Class of Time - Pre-emptible with notice	6-6:30pm	----F--	:30	1	\$900.00	NM																																																																																																																																																																																																																																																																																															
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																																																																																																																																																																																																																																																			
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1	WTAE	F	11/02/12		6-6:30pm News	6-6:30pm	:00		\$900.00	NM																																																																																																																																																																																																																																																																																														
See MG 14.2, 14.3, 14.4, 14.5, 14.6, 14.7, 14.8, 14.9, 14.10, 14.11																																																																																																																																																																																																																																																																																																								
10	WTAE	F	11/02/12		M-Sun 11pm News	M-Su 11-11:35pm	:00		\$1,500.00	NM																																																																																																																																																																																																																																																																																														
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4	WTAE	Sa	11/03/12		Sat 8-10am	8-10am	:00		\$550.00	NM																																																																																																																																																																																																																																																																																														
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3	WTAE	Sa	11/03/12	5:20 AM	Sat 5-7am	5-7am	:30	DL6000 SD	\$350.00	NM																																																																																																																																																																																																																																																																																														
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9	WTAE	Tu	11/06/12	4:53 AM	M-F 430-5am	430-5a	:30	DL6000 SD	\$350.00	NM																																																																																																																																																																																																																																																																																														
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15	10/29/12	11/04/12	Sun Early News Class of Time - Pre-emptible with notice	630-7p	-----S	:30	1	\$800.00	NM																																																																																																																																																																																																																																																																																															
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16	10/29/12	11/04/12	5-6pm News M-F Class of Time - Pre-emptible with notice	5-6pm	----F--	:30	2	\$800.00	NM																																																																																																																																																																																																																																																																																															
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17	10/29/12	11/04/12	Live with Kelly Class of Time - Pre-emptible with notice	9-10am	----F--	:30	1	\$500.00	NM																																																																																																																																																																																																																																																																																															
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Send Payment To:

**WTAE**  
**P.O. Box 26887**  
**Lehigh Valley, PA 18002-6887**

www.thepittsburghchannel.com

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
969255-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Levdansky/D/Pa State House	Election	203	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	11/05/12	11/11/12	Live with Kelly Class of Time - Pre-emptible with notice	9-10am	M-----	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$500.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WTAE	M	11/05/12	9:11 AM	Live with Kelly	9-10am	:30	DL6000 SD	\$500.00 NM
19	11/05/12	11/05/12	Jimmy Kimmel	1205-105A / 1135P	M-----	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$400.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WTAE	M	11/05/12	1:18 AM	Jimmy Kimmel	1205-105A / 1135P	:30	DL6000 SD	\$400.00 NM
20	11/05/12	11/05/12	5-6am News	5 - 6am	M-----	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$500.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WTAE	M	11/05/12	5:27 AM	5-6am News	5 - 6am	:30	DL6000 SD	\$500.00 NM
21	11/05/12	11/05/12	Inside Edition	7-7:30pm	M-----	:30	1	\$1,500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,500.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WTAE	M	11/05/12		Inside Edition	7-7:30pm	:00		<del>\$1,500.00</del> NM
			See MG 21.2						
2	WTAE	M	11/05/12	7:19 PM	World News Tonight	6-7PM	:30	DL6000 SD	\$1,500.00 NM
			MG for 21.1 11/05						
<b>Total Spots</b>							<b>23</b>		

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$15,850.00</b>
<u>Agency Commission</u>	<b>\$2,377.50</b>
<u>Net Amount Due</u>	<b>\$13,472.50</b>